

# Red Rock Pass Recreation Fee Program Proposal

August 2011



## Summary

The Forest Service proposes to modify the Red Rock Pass Program. A Proposal will be presented to the Recreation Resource Advisory Council (RAC) on August 24, 2011. The proposal incorporates all public comments received through the duration of the comment period (February through July of 2011), as well as the recommendations of the Arizona BLM RAC Recreation Enhancement Act (REA) Working Group (Work Group) received in August 2011. The proposal combines a fee “area” concept with several sites to provide a fee area that complies with the Federal Lands Recreation Enhancement Act (REA), allows for integrated management of the intensely visited Red Rock Area, and is designed to be understandable by visitors and residents. The proposal includes a change from the current boundary, reducing the fee area 93 percent from 160,000 acres to 11,000 acres. No change in the actual fee is being proposed and the mechanism for fee enforcement and collection remains the same.

## Background

Prior to establishing recreation fees for use of the Red Rock Area, it was inadequately managed for the high level of visitation and mistreated by some visitors. There were few developed access points and minimal visitor information and support facilities in the area. Traffic congestion and accidents were common, especially in Oak Creek Canyon and Highway 179 from the interchange with Interstate 17 into the City of Sedona. Cultural sites were being damaged due to vehicle intrusions and vandalism. Large numbers of visitors were accessing Oak Creek, the red rock formations, vortices, and canyons. This heavy visitation was inadequately managed and led to resource damage including trampled vegetation, increased erosion and sedimentation.

In response to public concerns about extensive resource damage from heavy tourism in the area, the land management plan for the Red Rock Area was revised in 1998 to include Amendment 12. Amendment 12 established guidelines for tourism management and community interaction with the Red Rock Area. In 2000, the Coconino National Forest (Forest) began collecting fees for use of the Red Rock Area under the authority of the Recreational Fee Demonstration (Fee Demo) Program. The Fee Program boundary was established to match the boundary of Amendment 12. The fee program was applied to an area where there is a need to manage visitor use impacts and heavy visitation that extends beyond the boundaries of an individual site or complex. Under the Fee Demo Program, the Forest retained and spent recreation fee revenue throughout the area to enhance resource protection and visitor services.

The first few years of the Red Rock Pass Fee Program were spent removing nearly 50 tons of trash, dismantling hundreds of fire rings scattered throughout the area, closing and repairing

miles of unauthorized roads and trails, removing illegal dump sites, cleaning up and dismantling transient camps, and removing more than 60 abandoned vehicles. In addition, the Forest collaborated with the State of Arizona, Coconino and Yavapai counties, and the City of Sedona to design and fund improved Forest access, trailheads, trails, visitor information services, traffic control, and motor vehicle safety.

Since the Red Rock Pass program was implemented, the appearance of the Red Rock Area has significantly improved, and facilities in the area have been developed and located so that visitors are directed to sites that can accommodate heavy use. Recreation fee revenues also fund trail maintenance, improved interpretation, new and enhanced recreation facilities, and increased Forest Service presence to orient visitors, answer questions, and provide for visitor safety and other basic services.

Like the Fee Demo authority, REA (passed in December 2004) authorizes the Forest Service to retain and spend most of the recreation fees in the areas where they are collected. After the passage of REA, the Forest Service determined that the Red Rock Area met the criteria in REA for charging a standard amenity recreation fee for an area, i.e., significant recreation opportunities, substantial federal investment, six specific amenities, and efficient fee collection. The Red Rock Area is an international attraction and its investments exceed \$8 million. The six required amenities are located throughout the area and visitors can conveniently purchase passes at Visitor Centers, businesses around town or at self-serve machines at various sites. After a decade of the program, fee compliance exceeds 70 percent.

Many consider the Red Rock Pass Program to be the key to sustainable tourism in the area. The National Forest that contains the Red Rock Area receives use by more than 1.5 million visitors annually. Revenue from the Red Rock Pass Program, currently \$1 million per year, has been critical to achieving goals shared by the local community and the Forest. Recreation fee revenues are spent on resource protection and maintenance of visitor facilities and services in the area. Most of the employment in the area is generated by the tourism industry. During the past decade, the City of Sedona and the Forest have collaborated to improve hospitality services for millions of visitors while protecting the environment.

In July 2010, a citation issued for failure to display a Red Rock Pass was dismissed by a federal Judge's ruling. The person receiving the citation was parked at a remote trailhead to go backpacking in the wilderness. The dismissal of the citation did not represent a ruling on the legality of the Red Rock Pass program. The Red Rock Ranger District responded to the ruling by modifying their enforcement of the Red Rock Pass Program pending review of the program and implementation of any changes. In addition to the District's decision to review the program, the Washington Office of the Forest Service asked regions to review their recreation fee areas in March 2011, with the intent to improve the recreation fee program, prepare for incorporating the Interim Implementation Guidelines for REA into the agency's directive system, and continue to deliver quality recreation opportunities. The Washington Office is reviewing regional findings and proposed changes to all recreation fee areas before presentations are made to the appropriate Recreation RACs.

Based on its review of the Red Rock Pass Program, the Forest developed six reconfigurations of the Red Rock Area for public comment. From February through April 2011, the Forest received more than 500 public comments on the six scenarios. The comments showed strong public support for the Red Rock Pass Program, both locally and from visitors. Most who support the program also endorse an area concept rather than stand-alone fee sites. Very few people support concession management of the recreation sites in the area. Based on these comments, the options were narrowed to two proposals; public comment was solicited on these two proposals in June and July of 2011.

The two proposals were presented to the Work Group on June 29, 2011 to seek their advice on the proposals. Recommendations from the Work Group were received by the Forest Service in early August 2011.

## **Description of the Current Red Rock Pass Program**

The existing Red Rock Pass Program encompasses 160,000 acres of red rock buttes, pinnacles, mesas, and canyons, hundreds of cultural sites and the scenic Oak Creek Canyon. Surrounding the communities of Sedona and the Village of Oak Creek, the current Red Rock Pass Program includes portions of three wilderness areas and offers ample hiking, mountain biking, horseback riding, off-highway vehicle use, scenic heritage viewing and photography opportunities.

The current Red Rock Pass Program includes the most visited sites and areas in the 550,000-acre Red Rock Ranger District. Because of the extraordinary demand for use by visitors, successful management of the area depends equally on encouraging “tread lightly” behavior and directing visitors to locations with appropriate recreation facilities and amenities. Along with this high use comes the need to manage visitor use impacts that extend beyond the boundaries of an individual site or complex of sites.

The Red Rock Pass is priced as follows: daily – \$5; weekly – \$15; annual – \$20. Interagency Passes (Annual, Senior, Access, and Volunteer) can substitute for a Red Rock Pass. Visitors can purchase a Red Rock Pass at four local visitor centers, more than 100 vendor sites (such as grocery stores, gas stations, and hotels), at one of 16 on-site fee machines, or via the internet using an online vendor. The Red Rock Area is signed to inform visitors of when they are entering and leaving the area. All developed recreation fee sites in the area are clearly signed.

## **Description of Proposal**

The Proposed Fee Program (Proposal) has been developed in response to public comment, Work Group recommendations and the legal and management context of the fee area. The public outreach efforts allowed for people to give feedback on a number of different scenarios. In this way the Forest Service was able to better understand public attitudes about fees in general, how fee revenue is spent, public views on concessionaire management, and specific management aspects of the fee area. This review allowed for the narrowing of options to one that best addresses the attitudes and desires of the public, while maintaining both the practical and legal aspects of fee area management.

The Proposal differs from the current Red Rock Pass Program in several ways. It encompasses significantly less acreage than the current program (approximately 11,000 acres compared with 160,000 acres under the Red Rock Pass Program). In contrast to the current program, the proposal excludes from fees most wilderness areas, dispersed camping areas, many creek access points, and less-developed trailheads. The Proposal also excludes from fees most Forest lands adjacent to the City of Sedona and the Village of Oak Creek and road segments which visitors use for short scenic view stops. Finally, it excludes around 30 trailheads and 93% of the Red Rock Area.

The Proposal has the following characteristics:

- A tight boundary along two travel corridors that contains the areas of most intense and integrated visitor use, financial investment, and visitor impacts.
- An area of sensitive water quality (Oak Creek Canyon).
- Alignment with land management plan allocations, especially for scenic corridors and Oak Creek Canyon.
- No change in visitor convenience.
- Geographic areas that can be easily signed, mapped, and understood by visitors.
- Omission of most wilderness areas, wilderness trail access, and dispersed camping areas.
- No increase in the cost of the Red Rock Pass.
- Access to all sites and areas included in the Proposal with the purchase of a Red Rock Pass.
- No change in the enforcement mechanism (display of the Red Rock Pass on a vehicle dashboard).
- Numerous free sites (38) for trail access where a Red Rock Pass is not required.

The configuration of the Proposal has implications for land management, visitor convenience, and ease in understanding of the pass program. The Forest used the following criteria as a way to describe important attributes of the Proposal:

- Public comment.
- Requirements in REA.
- Land management plan standards and guidelines.
- Community goals.
- Public convenience and understanding of the proposal.
- Ability to provide facilities and services.
- Efficient and effective land management.

The Proposal includes two standard amenity recreation fee areas (areas) and 7 standard amenity recreation fee sites (sites). The areas and sites would encompass approximately 11,000 acres. (See Appendix A for map.) The two areas would be located along a scenic travel corridor and Oak Creek Canyon; all six required amenities would be within close proximity (no more than 2 miles apart) in these areas. The seven sites would also contain all six required amenities.

Under this proposal, the Red Rock Pass would cover two areas and seven sites that are of high interest to most visitors. These areas and sites are some of the key destinations sought by the majority of visitors.

## **Areas**

Area 1, Oak Creek Canyon. The area includes the Highway 89A scenic corridor within Oak Creek Canyon, from Bootlegger Picnic Area to Sedona, and the Huckaby Trailhead. The emphasis in the area is on creek-side recreation and water play, trails, picnicking, relaxing, and viewing scenery and nature. During a typical visit, visitors may stop at one or more locations and spend the day enjoying the area. All developed facilities in the corridor have the required amenities, with trails connecting facilities and providing access to the creek. This area contains Oak Creek, designated an Outstanding Arizona Water, which draws hundreds of thousands of recreationists a year to National Forest recreation sites.

Area 2, Red Rock Scenic Road. This area is the entrance point for most visitors coming from Phoenix to Sedona on I-17. Many first-time visitors engage in scenic viewing, photography, picnicking, walking, and hiking. Most visitors stop at the Forest Service Visitor Center, where they may purchase a Pass and get oriented, and then stop at one or more locations along the Red Rock Scenic Road to engage in recreational activities. Many people spend most of a day in this area. This area contains a high concentration of iconic red rock buttes, towers, and mesas and has been designated as one of the Nation's few "All American Roads".

## **Sites**

Palatki Heritage. This site has outstanding rock art and ruins interpreted by Forest Service rangers and volunteer docents.

Honanki Heritage. This site has outstanding rock art and ruins and red rock scenery interpreted by the Forest Service.

V Bar V Heritage. This site offers a history of ranching and ancient rock art panels close to Beaver Creek.

Jim Thompson Trailhead. This site is in a beautiful red rock setting close to Sedona, provides trail access, and is used for picnicking, nature viewing, and photography.

Boynton Canyon Trailhead. This site sits within a significant cultural landscape, contemporary and ancient. Visitors are drawn to this site to experience the Boynton Vortex, ancient ruins and the natural beauty of the slickrock canyon.

Bear/Doe Trailhead. This site sits in a saddle on Boynton Pass Road with expansive views to Doe and Bear Mountains. Photography, scenic viewing, picnicking and hiking are popular.

Baldwin Trailhead. This site is one of the few Oak Creek access sites and offers services to visitors to support water play, hiking, scenic viewing, and wildlife watching.

## **Description of Proposal Based on Criteria**

The Proposal contains both "areas" and sites. As such, it continues to offer the values of area management: integrated and flexible attention to visitor services and resource protection and visitor safety along busy roadways. Visitors find the area concept offers freedom from the worry

of determining where a Pass is needed and where it is not needed, and is easier to understand and use as illustrated by public comment supporting the current area configuration. The two “areas” are essentially the gateways to Red Rock Country, one from the north and one from the south. An important goal is to have visitors stop at a visitor center to get orientation and safety information before they head out into the Red Rock landscape. This allows more opportunities for face-to-face contact with a Forest Service representative and promotes enhanced visitor orientation and stewardship education. The location of the two gateway “areas” should help to achieve this stewardship goal.

The new arrangement of fee and non-fee sites under the Proposal may push more use out to locations without amenities. This may have two negative effects. In locations where the current fee area changes to stand alone sites, there may be increased impacts from traffic in residential neighborhoods. In particular the Broken Arrow and Soldiers Pass neighborhoods may be affected. These neighborhoods host two of the most popular trailheads in the Red Rock country. Under the Proposal these trailheads will become non-fee sites. It is likely that some visitors will choose to visit these trailheads to avoid a fee. This will add to the already heavy use and traffic experienced by these sites. These sites do not currently have the six amenities. Similarly we may see more use at sites such as Fay, Aerie, Long Canyon, and Turkey Creek Trailheads when they become non-fee, with visitors seeking a non-fee site. This may increase the need for development at these sites.

It is expected that current Pass Program revenue will be reduced under the Proposal. This may occur due to the increased use of on-site fee machines for Pass purchases under this new mix of “areas” and stand alone “sites”. When passes are purchased from fee machines at sites, less revenue is returned to the Forest Service. Forest Service will closely monitor this to ensure that Program expenditures do not exceed revenue.

It is anticipated that in the next several years the Program will need to react to the reduced geographic footprint of the area, reduction in the number of fee sites, as well as growing fixed costs associated with amenity and site operations and maintenance. As amenities are added, a greater proportion of revenue will be spent on fixed costs associated with toilet pumping, cleaning and trash collection (contracts are estimated at \$200,000 per year). Under this Proposal it will become important for the Forest Service to seek other sources of funding and gain community support to address the ever growing need for visitor services, community response, resource protection and restoration.

The area concept will allow for integrated management of sites and sensitive lands and resources beyond the boundaries of the sites. In addition, many local residents view the area concept as more effective in dealing with forest fire protection, illegal dumping, and tourism management adjacent to residential areas. The Proposal will continue to offer substantial benefit in this regard.

The area concept achieves an important visitor safety goal along the two busy highways. It will encourage visitors to use the facilities provided at developed recreation sites, rather than encouraging unsafe patterns of visitor use to avoid recreation fees, such as parking along roads outside of developed sites, and causing public safety and resource concerns.

The following table offers a description of the Proposal.

## Description of Proposal

Criteria	Proposal (2 standard amenity fee areas and 7 standard amenity fee sites)
Public Comment	Seventy-seven percent of comments support a fee area concept.
Requirements in REA	<ul style="list-style-type: none"> <li>• Meets requirements in REA.</li> <li>• Extensive number of required amenities in close proximity.</li> <li>• Provides amenities to support picnicking, scenic viewing, creek access, water play, visitor orientation, photography, family and group activities, adventure, and exploration.</li> <li>• Provides free access to most wilderness backpacking portals, undeveloped trailheads, and dispersed car camping.</li> <li>• Substantial financial investment.</li> <li>• Two areas have tightly defined boundaries that accommodate most visitors who recreate within these corridors.</li> <li>• Sites and areas have interconnected visitor use. Visitors can use amenities for variety of recreational activities.</li> <li>• Proposal is based upon integration of visitor use with the natural and cultural features of the land (a stream corridor, interpreted scenic corridor, and geologic features).</li> <li>• Number and location of required amenities and integration of visitor use within the areas mean that visitors are using the areas as a destination, not just walking or hiking through or just parking.</li> </ul>
Land Management Plan Standards and Guidelines	<ul style="list-style-type: none"> <li>• Consistent with land management plan direction to offer a range of recreation opportunities in the recreation fee program.</li> <li>• Corridor management accommodates high use while protecting natural and cultural resources.</li> <li>• Consistent with management area direction.</li> <li>• Minimizes erosion, and improves water quality along Oak Creek.</li> </ul>
Community Goals	<ul style="list-style-type: none"> <li>• Supports the community's vision for protection of Red Rock Area's natural beauty.</li> <li>• Provides relatively quiet, easy access to the Forest consistent with protection of wildlife, scenic viewing, and experiencing nature while minimizing effects on some private property adjacent to developed recreation sites.</li> <li>• May increase traffic impacts and development needs at free trailheads that were formerly fee trailheads (for example Broken Arrow and Soldiers Pass Trailheads).</li> <li>• Provides convenient free Forest access for residents.</li> <li>• Allows continuation of collaboration with State, County, and Oak Creek Watershed Council to address visitation, resource protection, and public safety concerns.</li> <li>• Helps orient and inform visitors and connects them with natural and cultural features in the Red Rock Area.</li> </ul>

<b>Criteria, cont.</b>	<b>Proposal</b>
Public Convenience and Understanding of the Proposal	<ul style="list-style-type: none"> <li>• Will seem similar to the current Red Rock Pass Program to visitors: one pass gains access to the entire Red Rock Area; on-the-ground Red Rock Pass signage will not change substantially.</li> <li>• Expect that a large percentage of visitors will come to visitor centers for orientation and information.</li> <li>• Easy to sign areas and sites to show where a pass is needed.</li> </ul>
Ability to Provide Expected Facilities and Services	<ul style="list-style-type: none"> <li>• Fee revenue is expected to be reduced compared to fee revenue under the current program. In the two areas, use is focused in appropriate locations that are constructed for heavy visitation and protection of sensitive resources. New arrangement of fee sites may push more use to less developed areas and sites.</li> </ul>
Efficient and Effective Management	<ul style="list-style-type: none"> <li>• Emphasizes high visitation areas with staffing to meet visitor needs.</li> <li>• Signing remains similar to current.</li> <li>• Contains sites and areas that visitors use in an integrated manner.</li> <li>• Provides high-quality facilities that are operated and maintained to meet Forest Service public health and safety standards.</li> <li>• Provides site security and patrols for visitor safety and visitor contacts.</li> <li>• Provides management that extends beyond site boundaries to address sanitation and visitor safety in high use areas (for example hazard trees and flooding).</li> </ul>
Note regarding area and site enhancements planned for FY2012.	<ul style="list-style-type: none"> <li>• Amenity enhancements planned to occur at: Dry Creek Road Trailhead and Picnic Site and Soldiers Pass Trailhead, and Broken Arrow Trailhead (these may be new “stand alone fee sites” brought before the public and the RAC in the near future).</li> </ul>

## **Business Plan**

This section addresses public use, financial data, market assessment, and social/economic effects of the current program. Program background, goals and justification are described earlier in this document.

### ***Visitor Numbers, Demographics, Use Patterns, and Trends***

The Forest has approximately 2.5 million visitors annually, approximately 1.5 million of whom visit the Red Rock Area. For comparison with other national forests in Arizona, the Prescott National Forest has approximately 750,000 visitors annually; the Tonto National Forest has nearly 6 million; and the Kaibab National Forest has slightly more than 500,000.

Research indicates that public interest in visiting and enjoying the Red Rock Area will continue to grow. Forest visitors to the Pass area participate in nature-based recreation, primarily day use



for sightseeing, hiking, and bicycling. Most visitors state that the scenic beauty and easy access to the Forest are the primary reasons why they choose to visit. Of the estimated 3 to 4 million visitors to the Sedona area each year, more than half visit the Forest.

Interest in nature-based recreation is strong and growing according to Ken Cordell, a Forest Service researcher who has been tracking outdoor recreation on federal lands for several decades. The lure of nature as a place to recreate is attracting more Americans. “More people, more often,” is the trend, according to the Outdoor Recreation Participation Study. National Forest Visitor Use Monitoring (NVUM) also shows Americans’ love of the outdoors. Data from Sedona demonstrate that visitation continues to climb for all types of recreation offered in the area, including Forest visits. Visitors to the Sedona Chamber Visitor Center increased by 28 percent from 2009 to 2010, with a total of 375,000 walk-ins in 2010. Visits to Sedona area campgrounds have increased during that time by more than 30 percent. The number of visitors to the Red Rock Visitor Center has increased by 8 percent during the same period, receiving between 800 and 2,000 visitors daily in 2010.

The 2000 Sedona/Red Rock Area Market Analysis (Baker) found that visitors are willing to pay a use fee for access to the Sedona/Red Rock area. This study concludes that a use fee program can be implemented without unusual visitor resistance based on cost alone, provided the fees are directed toward recreational opportunities in the area. According to the 2005 Sedona Visitor Study, most visitors consider the Red Rock Area’s scenic beauty to be its most positive attribute (supported by 77 percent of respondents). Forty-two percent of Sedona area visitors participate in outdoor recreation. Typical group size is 3.2 people, with 95 percent of visitors arriving by car. There are slightly more overnight than day visitors, and slightly more visitors from out of state (62 percent) than in state. Eighty-three percent of Forest visitors surveyed are satisfied with the value they receive for their recreation fee (NVUM 2010).

The 1996 Northern Arizona University Red Rock Visitor Study found the most popular recreation activities in the Red Rock Area are sightseeing (85 percent of respondents), day hiking (63 percent), and driving for pleasure (46 percent). Visitors prefer settings that are largely undisturbed, and more than half the visitors are coming for the first time.

### ***Economic and Social Effects of the Program***

The economic well-being of the residents of the Verde Valley is strongly related to the maintenance of forest health and visitor services within the Pass Program area. Annual tourism to the greater Sedona area generates more than 10,000 jobs and \$587 million in economic activity, creating more than \$9.9 million in taxes for the City of Sedona. This revenue is from tourists who come to the area primarily to enjoy the natural beauty of the surrounding Forest. Tourism-generated employment buoys the economy of the nearby communities of Cottonwood, Camp Verde and Clarkdale, as most service workers live outside Sedona and commute to Sedona daily.

The assets of the National Forest in Red Rock Country influence people to move to and invest in the area, maintain a healthy housing market, and various cultural and social assets of the Verde

Valley. The benefits of the Red Rock Pass Program in large measure sustain the reputation of Sedona and its surrounding National Forest for high quality lifestyle and outdoor recreation opportunities.

The Pass price has remained unchanged since its inception, to maintain an affordable price and to encourage participation in the Program. Residents can volunteer 16 hours for a free Annual Pass and there are numerous convenient free locations (under both the current program and the Proposal) for those who do not wish to purchase a Pass, but want to use the Forest.

### ***Financial Analysis of Current Program***

Recreation fee revenue for use of the Red Rock Area is generated from the sale of Red Rock Passes. Passes are sold in four ways: at visitor centers, by vendors, at fee machines, and online.

Visitor Center Sales. Arizona Natural History Association (ANHA) handles all Red Rock Pass sales from the two Forest Service-operated visitor centers (the Ranger Station and the Oak Creek Vista Visitor Center). The Forest Service does not directly sell Red Rock Passes to the public. The Forest Service sells Red Rock Passes to ANHA at a 10 percent discount.

Vendor Sales. There are more than 100 vendors. These vendors purchase the Red Rock Pass from the Forest Service at a 10 percent discount. They resell the Red Rock Pass at established prices and retain 10 percent of the sales revenue.

Fee Machines. The Forest Service has a contract with Central Parking, USA, to install and operate fee machines at designated sites. Currently there are 16 fee machines at recreation sites. Machines accept cash and credit cards and dispense daily and weekly passes. The Forest Service pays for the operation of the fee machines on a sliding scale: 55 percent of the first \$200,000 in revenue collected, 35 percent of revenue collected between \$200,000 and \$400,000, and 30 percent of revenue collected in excess of \$400,000.

On Line Sales. This sales method is new in the last year and is showing small but increasing sales. The public can purchase passes online through Kinsail.

The following table shows a breakdown of revenue generated from sales of the Red Rock Pass by common location type over the last three fiscal years:

<b>Fiscal Year</b>	<b>Fee Machines</b>	<b>Sedona Chamber</b>	<b>FS Visitor Center</b>	<b>All Other Vendors</b>	<b>Total</b>
2010	\$319,601	\$139,765	\$164,965	\$280,499	\$904,830
2009	\$301,216	\$137,709	\$189,405	\$343,614	\$971,944
2008	\$298,314	\$144,144	\$132,187	\$282,536	\$857,181

Red Rock Passes can be purchased in several denominations, based on user-determined need and value given their likely duration of stay or annual use. (Samples of the current Red Rock Pass options are included in this packet.) The following table illustrates the number of passes sold by type over the last three fiscal years:

Fiscal Year	Daily (\$5)	Weekly (\$15)	Annual (\$20)	Grand Annual* (\$40)	Grand Annual Discount* (\$20)	Total
2010	46,778	16,983	5,961	1,036	180	69,722
2009	57,997	17,350	5,304	1,809	166	80,631
2008	40,446	11,726	4,111	1,437	137	56,283

\*The Grand Annual Passes were discontinued in April 2010. These Passes allowed access to all concessionaire sites (Banjo Bill, Encinosa, Grasshopper Point, Crescent Moon, & West Fork) in addition to Red Rock Pass areas. The Grand Annual Discount offered the same access, but at a discount for senior interagency pass holders.

### **Comparable Sites**

Current recreation fees for the Red Rock Area generally cost less than similar sites. For example, day use fees are \$5 on the Prescott National Forest and \$6 on the Tonto National Forest. The following table compares the Red Rock Day Pass fee to similar federal, state, and private sites in the state of Arizona:

Red Rock Day Pass	Slide Rock State Park	Red Rock State Park	Tonto Natural Bridge State Park	Dead Horse Ranch State Park
\$5/vehicle	\$20/vehicle	\$10/vehicle	\$5/adult	\$7/vehicle
Jerome State Historic Park	Fort Verde State Historic Park	Homolovi State Park	Tuzigoot National Monument	Montezuma Castle (NPS)
\$5/adult	\$4/adult	\$7/vehicle	\$5 (valid for 7 days)	\$5 (valid for 7 days)
Montezuma Well (NPS)	Arizona-Sonora Desert Museum	Desert Botanical Garden	Boyce Thompson Arboretum	Out of Africa Wildlife Park
Free	\$14.50/adult	\$15/adult	\$7.50/adult	\$36/adult

### **Expenditures**

Fee revenue is spent according to the requirements of REA. Revenue generated by the Red Rock Pass provides services to the public and meets the intent of the Forest Plan for protection of cultural and natural resources.

In the early years of the Pass Program, expenditures were aimed at restoration and cleanup of damaged sites and areas. After that initial effort, expenditures have been spread fairly evenly between expenditure categories (visitor information, operations and maintenance of sites, and forest patrols). In 2010 and 2011 more funding has been focused on trail planning, access and maintenance than in previous years. Trail construction and maintenance in the Pass area has also been supported by Forest Service appropriated dollars and grants that the District competed for

successfully. Polling of the public shows an overwhelming desire for most Pass funds to be spent on trails.

While Pass revenues have been climbing, appropriated dollars used in the Pass area have remained about the same at approximately \$200,000 annually. This is half the recreation budget for the entire Red Rock Ranger District. While the demand for these funds elsewhere on the District grows, the Red Rock Pass area exhibits such extreme visitor demand, maintenance and operational needs that it continues to tap funds from all sources.

The following table shows the type of services and benefits the Program provided and the percent revenue that went to each in 2010:

Expenditure*	%	Details
Visitor Information Services	22	<ul style="list-style-type: none"> <li>• Brochures, maps, interpretive programs</li> <li>• Over 500,000 visitor contacts at visitor centers</li> <li>• Coordination of over 60,000 volunteer hours</li> <li>• Employees for visitor centers &amp; vendor services</li> </ul>
Developed Recreation Sites & Trailheads	22	<ul style="list-style-type: none"> <li>• Garbage and recycling service; vault toilet pumping; parking area maintenance, striping, paving, fencing and signage</li> <li>• Management of pass machines for convenient on-site payment</li> </ul>
Cultural Site Management	12	<ul style="list-style-type: none"> <li>• Employees, volunteers and site hosts at cultural sites</li> <li>• Trail, road and facility maintenance &amp; signs</li> <li>• Resource protection activities</li> </ul>
Forest Patrols, Visitor Assistance & Maintenance	18	<ul style="list-style-type: none"> <li>• Fire prevention, trash pick-up, resource protection, restoration</li> <li>• Visitor assistance &amp; information</li> </ul>
Law Enforcement	5	<ul style="list-style-type: none"> <li>• One full-time law enforcement officer</li> </ul>
Capital Improvements	5	<ul style="list-style-type: none"> <li>• Facility construction, upgrades, replacements or expansions; cultural and resource clearances</li> </ul>
Trails & Wilderness	12	<ul style="list-style-type: none"> <li>• Maintenance &amp; construction of trails</li> <li>• Trail crew &amp; volunteer coordination</li> <li>• Supplies, tools</li> </ul>
Administration & Overhead	4	<ul style="list-style-type: none"> <li>• Program oversight &amp; other administrative costs</li> </ul>

\*Note: "Expenditures" above are broken down into categories to show more detail, rather than into REA-defined categories. The *REA Expense Categories* may be less explicit for the purposes of annual reports, especially because most costs would be lumped in to two of the seven *REA Categories*: ~ 51% of the expenditures would be in the "Repair, Maintenance, and Facility Enhancement" *REA Category* (encompassing four of the categories listed in the above table), while another ~ 40% would fall under the "Visitor Services" *REA Category* (covering two of the categories above).

## Appendices

APPENDIX A – Maps for the Proposal and current Program

APPENDIX B – Amenities at Each Area/Site for the Proposal

APPENDIX C – Public Involvement Summary

## References

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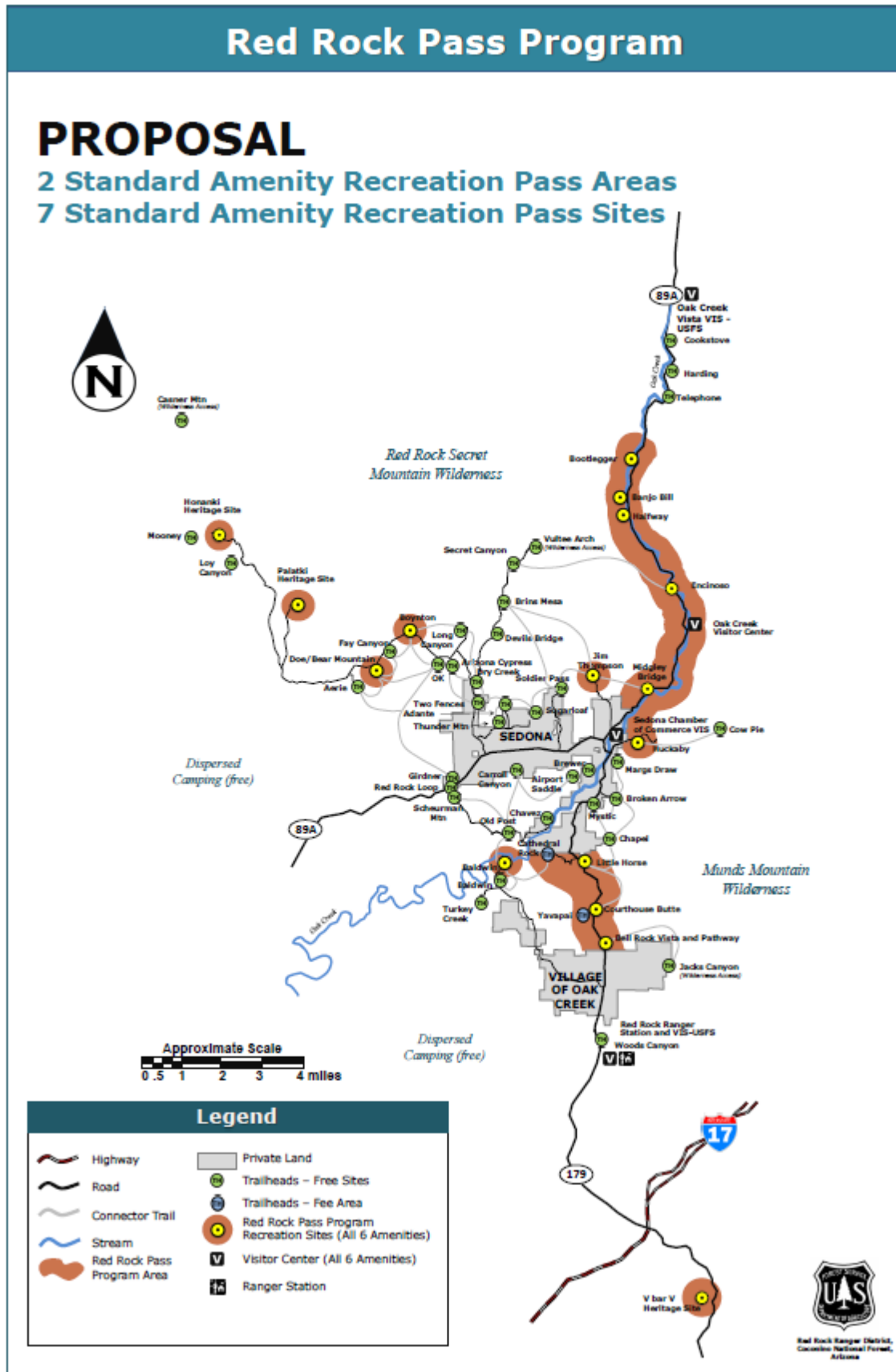
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## Appendix B

### Amenity Count for Proposal Sites & Areas:

	Site or Area Name	Pass Machine	Picnic Table	Toilets	Security Services	Designated parking	Interpretive Sign	Garbage	Recycle
Individual Sites	Honanki Heritage Site	0	2	2	Y	30	1 panel	2	0
	Palatki Heritage Site	0	2	1	Y	20	3 panels	4	4
	V bar V Heritage Site	0	1	2	Y	50	3 panels	5	1
	Jim Thompson Trailhead	1	2	2	Y	28	3 panels	2	0
	Doe/Bear Mountain Trailhead	1	1	2	Y	20	3 panels	1	0
	Boynton Trailhead	1	1	1	Y	34	3 panels	1	0
	Baldwin Trailhead	1	2	2	Y	24	3 panels	1	0
Total		4	11	12	Y	206	19	16	5
Oak Creek Canyon Area	Bootlegger Trailhead	1	10 w/bbq	2	Y	10	3 panels	2	1
	Banjo Bill Trailhead	1	12 w/bbq	2	Y	10	2 panels	3	1
	Halfway Trailhead	1	8 w/bbq	2	Y	10	3 panels	2	1
	Encinosa Trailhead	1	11 w/bbq	2	Y	10	1 panel	2	1
	Huckaby Trailhead	1	2	1	Y	20	3 panels	1	1
	Midgley Bridge Trailhead	1	4	0	Y	10	3 panels	0	0
Total		6	47	9	Y	70	15	10	5
Red Rock Byway Area	Cathedral Rock Trailhead	1	0	0	Y	19	3 panels	0	0
	Little Horse Trailhead	1	1	1	Y	20	3 panels	1	1
	Courthouse Butte Trailhead	1	2	2	Y	20	3 panels	2	1
	Yavapai Trailhead	0	0	0	Y	20	3 panels	0	0
	Bell Rock Vista & Pathway	1	2	2	Y	51	2 panels	3	1
Total		4	5	5	Y	130	14	6	3
<b>Grand Total</b>		<b>14</b>	<b>63</b>	<b>26</b>	<b>Y</b>	<b>406</b>	<b>48</b>	<b>32</b>	<b>13</b>



## Appendix C

### 2011 Red Rock Fee Area Proposals

#### Public Involvement Summary – as of 8/11/11

Prepared by Independent Resources Enterprise Team,  
US Forest Service, Portland Oregon

The Red Rock Ranger District is reviewing its Fee Area Program as part of a Forest Service National Review of all fee areas. Public comment is a required part of this review. From February to April, 2011, the district collected feedback on six scenarios for managing the Red Rock Pass Fee Program and received over 500 comments. These comments showed:

- General acceptance for a fee program in Red Rock Country;
- General acceptance for management of a fee “area”.
- General distaste for placing recreation sites under concessionaire management;

Based on the comments received about the scenarios, the district developed two fee proposals to:

- Ensure consistency with REA.
- Protect the natural and cultural resources.
- Enable funds to pay for the services desired by the public.

The proposals are:

- Proposal A has three smaller areas with multiple sites, and four stand alone sites.
- Proposal B consists of 16 stand alone sites.

Information about these two proposals was made available beginning June 1 on the Forest website and redrockcountry.org website. Other outreach efforts included a news release, a letter to stakeholders, posters at recreation sites in the Red Rock Fee Area, information at the Red Rock Visitor Center, and personal contact with visitors in the field. Over 120 comments were received on these two proposals.

Comments were received from several venues:

- Via e-mail – Direct e-mail to FS employee addresses;
- Web comment form – E-mail using the comment form located on Forest website; national fee program inbox; and Arizona BLM comment inbox.
- Phone – Commenters called the Forest Service office, conversations were transcribed;
- Visitor Center – A Forest Service representative was available on Tuesdays, Thursdays and Saturdays from June 2-July 29 to answer questions about the proposals and hear comments;
- Field contacts – Forest visitors commented to Forest Service recreation field technicians at developed recreation sites within the Fee Area; comments were written down; and
- Visitor Center comment forms – Forms located in the FS visitor center available to the public to comment on and place in a box.

In a press release and on the Forest website, the Forest Service asked that comments about the two proposals be submitted by July 29. However, all comments received as of Aug. 10 are included in this analysis. All comments were read by a Forest Service employee who does not work for the Red Rock Ranger District. Comments were coded in the most applicable category. Some comments were not relevant to the proposals and were noted but not coded. Comments were also received after July 29, primarily through the national fee program inbox ([recreationfees@fs.fed.us](mailto:recreationfees@fs.fed.us)) and the BLM Arizona State Office email address ([ASOWEB\\_AZ@blm.gov](mailto:ASOWEB_AZ@blm.gov)).

The national recreation fee inbox was set up at the request of the Western Slope No Fee Coalition (WSNFC) and has been shared only through WSNFC efforts. The inbox is intended for general comments about the recreation fee program and every commenter receives an automated response that states:

*Thank for your interest in recreation management on federal public lands. Your e-mail is considered general feedback and you may not receive an individual response. If you wish to comment on a specific fee proposal, follow instructions provided by the national forest or grassland.*

List of Tables:

- Table 1 – Summary of news articles
- Table 2 – Public Involvement outreach for scenarios and proposals A & B
- Table 3 – Support and Opposition for Proposals A & B
- Table 4 – Comments received about Scenarios 1-6 and general comments about Red Rock fee program
- Table 5 – Comments from Organizations

Table 1: Summary of news articles

Article source	Date Published	Summary
AZ Daily Sun	Feb. 22, 2011	Article informs public of the opportunity to comment about the Red Rock Pass changes at a public meeting on March 1 and via e-mail.
AZ Daily Sun	March 3, 2011	Article summarizes the reason the Red Rock Fee Program is undergoing changes and describes the six scenarios proposed by the Forest Service. Includes quotes from a local hiker and the Southwestern Region Director of Recreation, Heritage and Wilderness.
Sedona Red Rock News	March 4, 2011	Article summarizes a working group meeting held on March 1 where six scenarios for changing the Red Rock Pass Program were presented and discussed among participants.
Sedona Citizen	March 22, 2011	Article informs public of the opportunity to comment about the Red Rock Pass changes at a public meeting on March 24.
Camp Verde Bugle	May 26, 2011	Article summarizes the reason the Red Rock Fee Program is undergoing changes and describes the two fee proposals put forth by the Forest Service.
Sedona.biz	June 20, 2011	Article documents Sedona City Council's position on the Red Rock Fee Program.
Sedona Times	June 25, 2011	Article documents Sedona City Council's position on the Red Rock Fee Program.

Table 2: Public Involvement Outreach for Scenarios and Proposals A & B

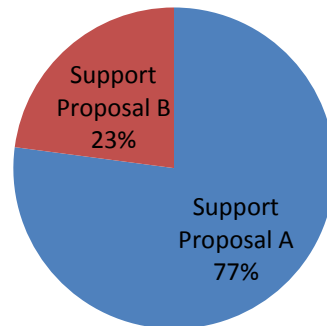
Date	Audience	Method
February	NAU Environmental Ethics course	Presentation by professor Marty Lee
February 16	Forest website visitors	Website about proposed fee changes. Included meeting announcement & opportunity to comment.
February 18	Media	News release
February 1 – April 15	Red Rock fee area users	Posters and flyers on 38 recreation site sign boards
February 1 – April 15	Visitor Center visitors	Posters and personal communication at visitor center
February 1 – April 15	Red Rock fee area users	Personal communication with visitors at recreation sites
March	Heather Provencio, Kitty Benzar, other fee area users	Media interviews with AZ Daily Sun, Verde Independent, Prescott Courier
March 1	Red Rock fee area users and interested public	Working Group Meeting, Sedona
March 7	Keep Sedona Beautiful board	Presentation by Forest Service
March 22	Sedona Chamber volunteers	Presentation by Forest Service
March 24	Red Rock fee area users and interested public	Forest Service Open House, Sedona
April 7	Red Rock Ranger District employees	Update about Red Rock fee area changes
April 12	Sedona City Council	Presentation by Forest Service
April 14	Big Park Council	Presentation by Forest Service
April 20	Friends of the Forest board	Presentation by Forest Service
April 16	Village of Oak Creek Association (VOCA)	Presentation by Forest Service
May 24	Sedona City Council	Forest Service Presentation
May 26	KAZM Radio	45 minute talk show presentation re Pass Program by Forest Service District Ranger
June 1	Media outlets	News release about Proposals A & B and opportunity to comment
June 1	Redrockcounty.org visitors	Updates website about Proposals A & B, including information about visitor center open houses and opportunities to comment
June 14	Verde Valley Cyclist Coalition	Presentation by Forest Service
June 1 – July 29	Red Rock fee area users	Posters and flyers on 38 recreation site sign boards
June 1 – July 29	Visitor Center visitors	Posters and personal communication at visitor center
June 1 – July 29	Red rock fee area users	Personal communication with visitors at recreation sites

Table 3: Support and Opposition for Proposals A & B

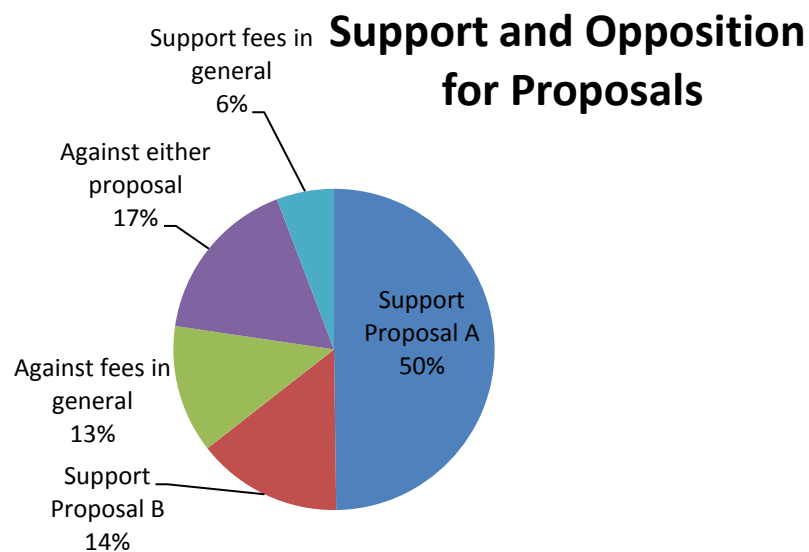
Comment	Comment Received From				Origin of Commenter			
	email/letter/ web	field	visitor center	phone call/ voicemail	local (Sedona, VOC, Camp Verde)	other AZ	out of state	unknown
Support Proposal A	53	45	12	1	46	17	27	21
Support Proposal B	10	21	2	0	8	4	14	7
Against either proposal	35	1	1	0	7	3	15	12
Support fees in general	7	3	0	0	6	1	1	2
Oppose fees in general	16	3	3	0	7	3	5	7

In general, commenters who identified a preferred proposal support Proposal A.

## Red Rock Fee Proposal Support for A & B



Although some commenters were against either proposal or against fees in general, overall 50% support Proposal A.

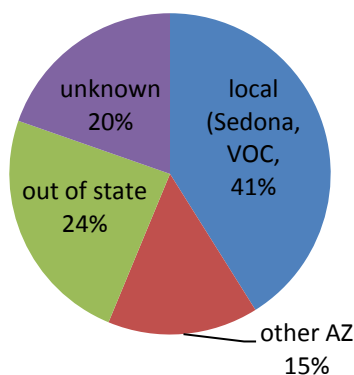


As indicated in Table 2, comments were received from locals (Sedona, Oak Creek), Arizonans as well as visitors from across the country and foreign countries. If a commenter listed a phone number with a 928 area code, it was counted as a local comment.

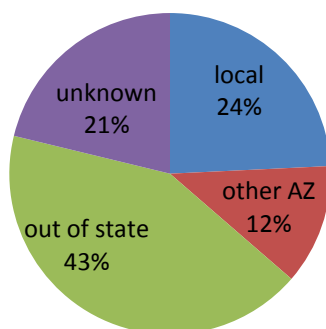
Arizona cities represented by comments: Tucson, Yuma, Flagstaff, Cornville, Hereford, Lake Havasu City, Scottsdale, Phoenix, and Prescott.

States and countries represented by comments: CO, DE, NM, MT, CA, WA, ID, PA, AK, KS, NJ, UT, ID, AL, CT, NV, FL, AR, NC, ME, Canada and Norway.

### Origin of Commenters Support Proposal A



### Origin of Commenters Support Proposal B



The following chart displays a summary of support and opposition for fees in the Red Rock area based on all comments received during public involvement for the six scenarios (Feb. – April) and two proposals (June-July). Support categories included comments in favor of Scenarios 1, 3, 4, 5 or 6; support for proposal A or B; and general support for fees. Opposition categories include support for Scenario 2; against fees in general; against Red Rock Pass/areas; against Proposal A or B; and general opposition to fees.

### **General Support and Opposition for Red Rock Fees**

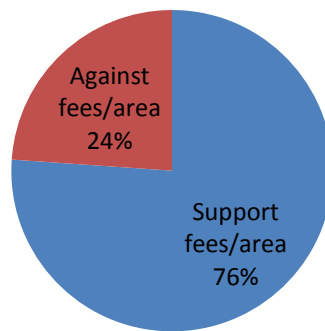


Table 4: Comments received about Scenarios 1-6 and general comments about Red Rock fee program

Comment	E-mail/ Letter/ Internet Comment Form*	Field Contact	Visitor Center Contact	Telephone Call/Voicemail	Representative Comments	Total
Support Scenario 1 (no change)/keep current system	31	17	16	1	In regards to the fee proposal for the Red rock area, it is my opinion that the present system works just fine. The cost of the pass is very reasonable and no additional amenities should be required.	64
Support Scenario 2 (no fees)	36				We all pay taxes and it seems to me that access to unimproved areas should not be charged for day use; rather it should be a benefit of the money that we pay in taxes. Therefore I would recommend that the Forest Service adopt Scenario #2 (No Fees Anywhere For Day Use).	36
Support Scenario 3 (stand alone sites)	32		1	2	As a long time resident of Coconino County, I would support Scenario 3...I don't mind the idea of paying to use an area that is a developed recreation site with amenities, and not having to pay to access wilderness and undeveloped trailheads.	36
Support Scenarios 4 (multiple small areas)	1	2				3
Support Scenario 5 (one smaller area)	49	1	1		We are members of KEEP SEDONA BEAUTIFUL and support scenario #5. The trails here are getting heavier usage with increased traffic every year and although the great majority of users respect the environment, the wear and tear requires constant maintenance.	51



Comment	E-mail/ Letter/ Internet Comment Form*	Field Contact	Visitor Center Contact	Telephone Call/Voicemail	Representative Comments	Total
Support Scenario 6 (concession- managed)	3		1		Scenario #6 would allow 1 federal contracting person to administer multiple recreation sites within acceptable resource protection parameters, help an already backlogged deferred maintenance program and give local Forest Service Management ways to utilize innovative funding opportunities.	4
Support recreation fees/Red Rock Pass program	55	92	19	1	As residents of the Sedona area, we strongly support continuation of the red rock pass program.	167
Against any fees on federal/national forest land	19	2			Since I pay Federal taxes, and since I own (the taxpayer) Red Rock lands, there should be no fees for using Federal Lands.	17
Against RR Pass/fees for access, parking, day use, no facilities	44	2	2	1	In keeping with the U.S. Magistrate Judge Mark E. Aspey's ruling of September 14, 2010, I am in favor of NO FEES FOR DAY USE ANYWHERE. I am in support of abolishing of Red Rock Pass altogether.	49
No/reduced fees for locals	8	11	2		I feel residents of Coconino county should be able to use the area without fees and be issued a permit upon request and proof of residency.	21
Against HIRAs or fee areas	10				I cannot attend the meeting scheduled for March 1 but would like to express my dislike of high impact recreation areas. They do not comply with the Recreation Enhancement Act and they hinder the public from enjoyed their land supported by their tax dollars.	10
Against concession managed sites	17	6	3		Concessionaire management would focus on concessionaire profits instead of providing visitor benefits and services at minimum cost.	26

Comment	E-mail/ Letter/ Internet Comment Form*	Field Contact	Visitor Center Contact	Telephone Call/Voicemail	Representative Comments	Total
Support camping/overnight fees	7				I can understand charging a small fee to cover the expenses of maintaining and staffing of improved areas if a person is camping or staying overnight.	7
Raise RR Pass fees	2	9	3			14
Include concession sites in pass/go back to Grand Annual	7	4	4		Please consider re-creating an annual pass for places like Crescent moon and West fork so locals can use the places these moved here to play in without a daily fee of \$9	15
Only charge where there are facilities/amenities	10	1				11
Support however Forest Service wants to use fees	2		2			4
<b>Total # comments</b>	<b>333</b>	<b>147</b>	<b>54</b>	<b>5</b>		<b>539</b>

Table 5 reflects comments received from organizations (civic, business, environmental, ideological, etc.). Letters or e-mails with the full text of comments are available upon request. This table will be updated as additional letters are received prior to the August RAC meeting. Copies of the original letters will be included with the final Proposal.

Table 5: Organization Comments

Organization	Location	Scenarios or Proposals	Summary
Friends of the Forest	Sedona, AZ. Volunteer group for Red Rock Ranger District	Scenarios	The Red Rock Pass Program is important to the Forest and community of Sedona. Over the past ten years the Red Rock Pass program has provided the dollars that are necessary to help ensure these visitors have a safe and positive experience in the National Forest, and to protect and maintain our special Red Rock Country for future visitors.
Western Slope No Fee Coalition	Durango, CO	Scenarios	<p>Collecting fees at locations that do not contain the required amenities, and where forest users would obviously be only parking and hiking across forest lands would violate FLREA and Judge Aspey's ruling.</p> <p>Fees cannot be collected from people seeking general access such as parking and hiking. Scenario 3 would require separate parking areas for those who are not using amenity sites.</p> <p>Fees collected through a concessionaire (Scenario 6) must also meet the legal requirements of FLREA.</p> <p>Scenario 2, which removes all fees, even for users of amenity sites such as campgrounds, does not comply with Congressional intent that fees be collected for the maintenance of amenities.</p> <p>The Forest Service needs to embrace the spirit and the letter of the FLREA, and develop regulations it doesn't have to run away from when challenged in court. It can do so by making the fee prohibitions an integral part of its new Red Rock Pass proposal.</p>

<b>Organization</b>	<b>Location</b>	<b>Scenarios or Proposals</b>	<b>Summary</b>
Canyon Villa Bed and Breakfast Inn of Sedona	Bed and Breakfast in Village of Oak Creek with views of Bell Rock.	Scenarios	We like Scenario 1 with No changes. To us it is a user fee based system in which only those people who want to use the Forest Land need pay. We have NEVER had 1 single guest object to the fee in any way.
Sun Dance Town House Homeowners Association	Townhouse subdivision in the Village of Oak Creek.	Scenarios	Support Scenario 5.
Sierra Club, Grand Canyon Chapter Sedona-Verde Valley Group	Local chapter of national grassroots environmental organization.	Scenarios	Although, in general, we oppose fees for the use of our National Forests, our national government leaders have not provided sufficient funding to maintain our legacy of wild places anywhere in the US. The Sierra Club Sedona-Verde Valley Group supports the concept and application of the Red Rock Pass to fund the maintenance and staff supporting our Red Rock Ranger District area.
Keep Sedona Beautiful	Sedona	Scenarios	Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona area. Supports the current fee program.
Great Old Broads for Wilderness	Durango, CO	Proposals	Charging of fees for undeveloped trailhead access is illegal and contrary to judicial decisions. Both Proposal A and Proposal B would require payment of a fee for access to trails and undeveloped backcountry, which is prohibited by federal law. Don't support either proposal.

Organization	Location	Scenarios or Proposals	Summary
Big Park Regional Council	Sedona	Proposals	RESOLVED, that the Big Park Regional Coordinating Council supports PROPOSAL A of the USFS to replace the current Red Rock Pass Program for the following reasons: <ol style="list-style-type: none"> <li>1. Ease of use for visitors</li> <li>2. Generates more fees</li> <li>3. Protects more areas</li> </ol>
Sedona City Council	Sedona	Proposals	Supports the Red Rock Pass Program and its benefits to the forest and community. Want a fee program that has dependable funding, preserves the beauty around Sedona, is consistent with the law, and is affordable and easy to understand. Don't recommend a specific option.
Huachuca Hiking Club	Sierra Vista, AZ	Proposals	From our perspective, neither Proposal A nor Proposal B is compliant with the FLREA law and the Court's decision. Proposal B with modifications has the most potential for being compliant with FLREA and the Court's decision. Where Proposal B includes recreation sites or heritage sites with the required amenities, a proposed fee could be acceptable, e.g., day use recreation sites along Oak Creek Canyon that provide swimming and water play activities. However, if it includes recreation sites that also serve as trailheads, then we believe a no-fee accommodation must be provided for folks who want to simply park and hike.
Verde Valley cyclists	Sedona	Proposals	The VVCC believes that this option makes the most sense in terms of overall management of the area for visitors and residents in order to maintain high quality services and protect the forest. It is the closest program to existing management, which seems to be working well.
Western Slope No Fee Coalition	Durango, CO	Proposals	Neither Proposal A nor Proposal B addresses these multiple problems, and neither would be in compliance with the law and the court ruling. The Forest Service should suspend the Red Rock Pass program until they can take a more systemic approach and craft a new plan that is legal, simple, consistent, and provides the public with the benefits they are promised and the accountability they deserve.

Organization	Location	Scenarios or Proposals	Summary
Sedona Recycles	Sedona	Proposals	SRI recognizes the benefits RRPFC program has generated in the Greater Sedona area and hereby requests that the Forest Service renew the program consistent with laws and regulations. Without a doubt, RRPFC funding is needed to protect the world-renowned cultural, natural and recreational values in the federal forestlands around and in Sedona that are experiencing increasing visitation—and trash.
Sierra Club Verde Valley chapter	Sedona	Proposals	<p>We support the purpose of the Program to provide the required amenities.</p> <p>We recognize the benefits the Program has provided to the Red Rock Ranger District during the time this program has been in effect,</p> <p>We understand the need for dependable funding which the Program provides to maintain and protect the natural, cultural and recreational values in the forest lands in and around Sedona and elsewhere.</p> <p>We believe what the Program accomplishes is important in preserving the forest environment.</p> <p>We request that the Forest Service continue the Program in a manner that is consistent with the law as currently interpreted, and continues to seek funding for it through its normal budget process.</p>
Tracks	Pinetop-Lakeside, AZ	Proposals	We endorse the proposed fee program as long as funds are used in the area for the protection and enhancement of the area and the trail system. We do not consider the fee too expensive as a means to provide relatively low cost outdoor enjoyment to many people. We also believe that an "area" approach is more sound and workable than a site by site fee approach.
Sedona Chamber of Commerce	Sedona	Proposals	Supports the Red Rock Pass Program and its benefits to the forest and community. Want a fee program that has dependable funding, preserves the beauty around Sedona, is consistent with the law, and is affordable and easy to understand. Don't recommend a specific option.

Organization	Location	Scenarios or Proposals	Summary
Northern Arizona Audubon Society	Sedona	Proposals	Northern Arizona Audubon Society (NAAS) supports Proposal A. The money generated by the program is the key to success, since the vast majority of money earned stays within the district. If anything, NAAS feels strongly that areas not covered by Proposal A should be incorporated into the plan as soon as possible, such as Jack's Canyon, Vulture Arch area and Woods Canyon.
Urban Trails Coalition	Vail/Tucson	Letter was submitted 8/3/11 but expresses support for Scenario 5	We recognize that The Red Rock District National Forest is the "draw" of the area and is vital to support the local tourism business especially with our current economic crisis. Therefore, this program as outlined, and in fact as has been carried out through utilizing the total funds within the Red Rock Pass area, is crucial to the environment, tourism, business and the quality of life of this one of a kind area. The recreational opportunities are world renown and should be sustained. The Red Rock Pass is a well thought out, simple and painless solution for those who enjoy recreating here to lessen their own impacts and to continue to provide for the vast recreational opportunities of this unique area for all to enjoy in the future.